Status: Path 1 of [Dialog Information Services via Modem]

Status: Initializing TCP/IP using (UseTelnetProto 1 ServiceID pto-dialog)
Trying 31060000009999...Open

DIALOG INFORMATION SERVICES
PLEASE LOGON:
 ******** HHHHHHHH SSSSSSSS?
Status: Signing onto Dialog
 ****
ENTER PASSWORD:
 ******** HHHHHHHH SSSSSSSS? ********
Welcome to DIALOG
Status: Connected

Dialog level 04.02.00D

Last logoff: 31mar04 14:53:26
Logon file405 09apr04 13:35:01
                *** ANNOUNCEMENT ***
                    ***
--File 654 - US published applications from March 15, 2001 to the
present are now online. Please see HELP NEWS 654 for details.

                    ***
--File 581 - The 2003 annual reload of Population Demographics is
complete. Please see Help News581 for details.

                    ***
--File 990 - NewsRoom now contains February 2003 to current records.
File 992 - NewsRoom 2003 archive has been newly created and contains
records from January 2003. The oldest months's records roll out of
File 990 and into File 992 on the first weekend of each month.
To search all 2003 records BEGIN 990, 992, or B NEWS2003, a new
OneSearch category.
                    ***
--Connect Time joins DialUnits as pricing options on Dialog.
See HELP CONNECT for information.
                    ***
                    ***
--SourceOne patents are now delivered to your email inbox
as PDF replacing TIFF delivery. See HELP SOURCE1 for more
information.
                    ***
--Important news for public and academic
libraries. See HELP LIBRARY for more information.
                    ***
--Important Notice to Freelance Authors--
See HELP FREELANCE for more information
                    ***
NEW FILES RELEASED
***AeroBase (File 104)
***DIOGENES: Adverse Drug Events Database (File 181)
***World News Connection (File 985)
***Dialog NewsRoom - 2003 Archive (File 992)
***TRADEMARKSCAN-Czech Republic (File 680)
***TRADEMARKSCAN-Hungary (File 681)
***TRADEMARKSCAN-Poland (File 682)
                    ***
UPDATING RESUMED
                    ***
RELOADED
***Medline (Files 154-155)
***Population Demographics -(File 581)
***CLAIMS Citation (Files 220-222)

```
                            ***
        >>> Enter BEGIN HOMEBASE for Dialog Announcements <<<
        >>>     of new databases, price changes, etc.        <<<
                            ****
CORE is set ON as an alias for 15,9,623,810,275,624,813,636,621,16,160,148,20,77,35,583
,2,65,233,99,473,474,475,348,349,347,278,634,256.
HILIGHT set on as '*'
KWIC is set to 50.
*
*
* ALL NEW CURRENT YEAR RANGES HAVE BEEN * * *
* * * INSTALLED   * * *
SYSTEM:HOME
Cost is in DialUnits
Menu System II: D2 version 1.7.9 term=ASCII
                    *** DIALOG HOMEBASE(SM) Main Menu ***


  Information:
    1.  Announcements (new files, reloads, etc.)
    2.  Database, Rates, & Command Descriptions
    3.  Help in Choosing Databases for Your Topic
    4.  Customer Services (telephone assistance, training, seminars, etc.)
    5.  Product Descriptions

  Connections:
    6.  DIALOG(R) Document Delivery
    7.  Data Star(R)

    (c) 2003 Dialog, a Thomson business.     All rights reserved.

     /H = Help           /L = Logoff           /NOMENU = Command Mode


Enter an option number to view information or to connect to an online
 service.  Enter a BEGIN command plus a file number to search a database
(e.g., B1 for ERIC).
?B CORE

>>>           77 does not exist
>>>          278 does not exist
>>>2 of the specified files are not available
        09apr04 13:35:41 User243008 Session D99.1
                $0.00    0.160 DialUnits FileHomeBase
        $0.00  Estimated cost FileHomeBase
        $0.17  TELNET
        $0.17  Estimated cost this search
        $0.17  Estimated total session cost    0.160 DialUnits


SYSTEM:OS   - DIALOG OneSearch
   File  15:ABI/Inform(R)   1971-2004/Apr 09
          (c) 2004 ProQuest Info&Learning
*File  15: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
   File   9:Business & Industry(R)   Jul/1994-2004/Apr 08
          (c) 2004  The Gale Group
   File 623:Business Week  1985-2004/Apr 08
          (c) 2004 The McGraw-Hill Companies Inc
   File 810:Business Wire  1986-1999/Feb 28
          (c) 1999 Business Wire
   File 275:Gale Group Computer DB(TM)   1983-2004/Apr 09
          (c) 2004 The Gale Group
   File 624:McGraw-Hill Publications  1985-2004/Apr 08
          (c) 2004 McGraw-Hill Co. Inc
*File 624: Homeland Security & Defense and 9 Platt energy journals added
```

Please see HELP NEWS624 for more
```
    File 813:PR Newswire  1987-1999/Apr 30
            (c) 1999 PR Newswire Association Inc
    File 636:Gale Group Newsletter DB(TM)  1987-2004/Apr 09
            (c) 2004 The Gale Group
    File 621:Gale Group New Prod.Annou.(R)  1985-2004/Apr 09
            (c) 2004 The Gale Group
    File  16:Gale Group PROMT(R)  1990-2004/Apr 09
            (c) 2004 The Gale Group
```
*File 16: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
```
    File 160:Gale Group PROMT(R)  1972-1989
            (c) 1999 The Gale Group
    File 148:Gale Group Trade & Industry DB  1976-2004/Apr 09
            (c)2004 The Gale Group
```
*File 148: Alert feature enhanced for multiple files, duplicate
removal, customized scheduling. See HELP ALERT.
```
    File  20:Dialog Global Reporter  1997-2004/Apr 09
            (c) 2004 The Dialog Corp.
    File  35:Dissertation Abs Online  1861-2004/Mar
            (c) 2004 ProQuest Info&Learning
    File 583:Gale Group Globalbase(TM)  1986-2002/Dec 13
            (c) 2002 The Gale Group
```
*File 583: This file is no longer updating as of 12-13-2002.
```
    File   2:INSPEC  1969-2004/Mar W4
            (c) 2004 Institution of Electrical Engineers
```
*File   2: Alert feature enhanced for multiple files, duplicates
removal, customized scheduling. See HELP ALERT.
```
    File  65:Inside Conferences  1993-2004/Apr W1
            (c) 2004 BLDSC all rts. reserv.
    File 233:Internet & Personal Comp. Abs.  1981-2003/Sep
            (c) 2003 EBSCO Pub.
    File  99:Wilson Appl. Sci & Tech Abs  1983-2004/Mar
            (c) 2004 The HW Wilson Co.
    File 473:FINANCIAL TIMES ABSTRACTS  1998-2001/APR 02
            (c) 2001 THE NEW YORK TIMES
```
*File 473: This file will not update after March 31, 2001.
It will remain on Dialog as a closed file.
```
    File 474:New York Times Abs  1969-2004/Apr 08
            (c) 2004 The New York Times
    File 475:Wall Street Journal Abs  1973-2004/Apr 08
            (c) 2004 The New York Times
    File 348:EUROPEAN PATENTS  1978-2004/Apr W01
            (c) 2004 European Patent Office
    File 349:PCT FULLTEXT  1979-2002/UB=20040401,UT=20040325
            (c) 2004 WIPO/Univentio
    File 347:JAPIO  Nov 1976-2003/Dec(Updated 040402)
            (c) 2004 JPO & JAPIO
```
*File 347: JAPIO data problems with year 2000 records are now fixed.
Alerts have been run. See HELP NEWS 347 for details.
```
    File 634:San Jose Mercury   Jun 1985-2004/Apr 08
            (c) 2004 San Jose Mercury News
    File 256:SoftBase:Reviews,Companies&Prods.  82-2004/Mar
            (c)2004 Info.Sources Inc


      Set  Items  Description
      ---  -----  -----------
?S (customer or user or enduser or end-user) (2n) (
>>>Possible typing error near start of command
?s (customer or user or enduser or end-user) (2n) (profile or attributes)
Processing
Processed  10 of  27 files ...
Completed processing all files
          4889862  CUSTOMER
          3245259  USER
             3406  ENDUSER
              196  END-USER
```

```
        1700059  PROFILE
         410617  ATTRIBUTES
S1        41923  (CUSTOMER OR USER OR ENDUSER OR END-USER) (2N) (PROFILE
                 OR ATTRIBUTES)
?s s1 and ((target or targeting or targeted) (2n) (marketing or advertising or ad or ad
vertisement or advertise))
Processing
Processed  10 of  27 files ...
Processing
Processed  20 of  27 files ...
Completed processing all files
          41923  S1
        2941931  TARGET
         676852  TARGETING
        1323086  TARGETED
       11482458  MARKETING
        3716933  ADVERTISING
        1400403  AD
         162102  ADVERTISEMENT
         141805  ADVERTISE
         117930  ((TARGET OR TARGETING) OR TARGETED)(2N)((((MARKETING OR
                 ADVERTISING) OR AD) OR ADVERTISEMENT) OR ADVERTISE)
S2         2513  S1 AND ((TARGET OR TARGETING OR TARGETED) (2N) (MARKETING
                 OR ADVERTISING OR AD OR ADVERTISEMENT OR ADVERTISE))
?s s2 and ((customer or user or enduser or end-user) (2n) (photo or photograph or photo
graphical or photographcally or picture or image))
Processing
Processed  10 of  27 files ...
Processing
Processed  20 of  27 files ...
Completed processing all files
           2513  S2
        4889862  CUSTOMER
        3245259  USER
           3406  ENDUSER
            196  END-USER
        1887371  PHOTO
         376615  PHOTOGRAPH
            239  PHOTOGRAPHICAL
              3  PHOTOGRAPHCALLY
        1943964  PICTURE
        2828300  IMAGE
          28611  (((CUSTOMER OR USER) OR ENDUSER) OR
                 END-USER)(2N)(((((PHOTO OR PHOTOGRAPH) OR PHOTOGRAPHICAL)
                 OR PHOTOGRAPHCALLY) OR PICTURE) OR IMAGE)
S3          176  S2 AND ((CUSTOMER OR USER OR ENDUSER OR END-USER) (2N)
                 (PHOTO OR PHOTOGRAPH OR PHOTOGRAPHICAL OR PHOTOGRAPHCALLY
                 OR PICTURE OR IMAGE))
?s s3 and (confidence (2n) factor)
            176  S3
        1578138  CONFIDENCE
        2072863  FACTOR
           2535  CONFIDENCE(2N)FACTOR
S4            1  S3 AND (CONFIDENCE (2N) FACTOR)
?s s4 and decay
              1  S4
         220513  DECAY
S5            1  S4 AND DECAY
?t s5/6,k/1


5/6,K/1       (Item 1 from file: 349)
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00883052     **Image available**
*TARGETED* *MARKETING* SYSTEM AND METHOD
SYSTEME ET PROCEDE DE MARKETING CIBLE
Publication Language: English
```

TARGETED *MARKETING* SYSTEM AND METHOD

Detailed Description
  TARGETED *MARKETING* SYSTEM AND METHOD
  BACKGROUND OF THE INVENTION
  1. Field of the Invention
  The present invention relates to *targeted* *marketing*, and in
  particular to systems and methods for personalizing marketing materials,
  advertisements, entertainment, educational materials, and other content
  to the individual preferences of Internet users.

  2. Description of Related Art
  Targeted *marketing* through the Internet is well known in the art.
  Individuals who navigate the World Wide Web C'Web") portion of the
  Internet de frequently presented...

...for its content and makes the content accessible to Internet users
  through a Web site. The Web site operator, or another affiliated entity,
  maintains a *user* *profile* for each of its registered (or otherwise
  identifiable) users. Each *user* *profile* includes data fields for
  storing known attributes of its associated user, which may include name,
  address, telephone number, e-mail address, gender, age, race, and other
  personal information. When'an individual accesses a Web site that
  includes a plurality of targeted content, the individual's *user*
  profile is compared against the target profile for the available
  targeted content, and the targeted content having a target profile that
  best fits the individual is displayed to the individual on the Web page.

  The effectiveness of *targeted* *marketing* often depends on the quantity
  and quality of data collected for each user. For example, a primary
  source of user data is an online survey...

...each time a user clicks through a displayed advertisement. Each user's
  online purchases made through the Web site may also be logged in the
  user *profile*. These events may be tracked through server-based
  programs and/or software executing on the user's computer. The data
  collected through these approaches is...

...with user psychographics have proven to be inadequate.

  In view of these and other limitations in the prior art, there is a need
  for a *targeted* *marketing* system and method that collects detailed and
  a ccurate *user* *profile* data and matches *user* *profile* data to
  target demographic and psychographic attributes in a meaningful manner.

  Further, there is a need for a way to use such collected data to...

...other content that will attract the user's attention.

  1 5
  SUMMARY OF THE INVENTION
  The present invention provides a system and method for delivering
  targeted *marketing* to online users. In a preferred embodiment,
  psychometric information and a photographic likeness of a user are
  collected for use in personalizing marketing, advertising, entertaim...

...queries the user for basic demographic information such as name,

address, telephone number, age, gender and income. The user registration includes -the creation of a *user* *profile*, which is used by the Web server to store data associated with the registered user.

A preferred *user* *profile* includes initial survey responses provided by the user during registration, data describing the user's Web browsing habits and Web purchas ing patterns, a photographic likeness of the user, context-specific survey responses and random survey
2
responses. The *user* *profile* is analyzed to prepare a summary of the user's personality, buying motives, interests, activities, opinions and other characteristics.

The user's actions on each...

...such as the user action and the number of times this user action has been recorded for the particular content. The data stored in the *user* *profile*, such as the user's demographic and psychographic data, may also include an associated *confidence* *factor* that reduces the value of a metric, or the weight given to a data element, over time.

In a preferred embodiment, the user is encouraged to transmit the user's photographic likeness to the Web server for storage in the *user*'s *profile*. Each image preferably includes a *picture* of the *user*'s head and shoulders against a solid background. The photographic likeness is processed by converting the image to a standard image format, and then identifying facial features from the image. Additional data is also collected from the picture for storage in the *user* *profile* such as the user's hair color, eye color, skin tone, face shape, and other information that may be derived from the photographic image.

Context...

...deficient data element. Random questions may be presented to the user periodically, even while the user is viewing unrelated content.

The collected data in the *user* *profile* is also used to target specific content to the user.
When selecting content to display to the user, the Web server automatically selects the content with target demographics and psychographics that best matches the user's data index calculated from the *user* *profile*. In addition, on certain Web pages, content that best matches the user's data index may be displayed more prominently to the user than other content displayed on the Web page.

The *user* *profile* may also be used to create personalized advertisements, marketing materials, entertainment, or educational materials for an individual user. For example, the user's likeness may...

...or other content. Clothing may be illustrated on a body image that closely matches the user's body measurements (or clothing sizes) recorded in the *user* *profile*. The *user*'s likeness may also be altered to simulate the user in different locations, anatomical poses, and video or audio situations.

A more complete understanding of the *Targeted* *Marketing* Systen! and Method will be afforded to those skilled in the art, as well as a realization of additional advantages and objects thereof, by a...

...a preferred web server; Fig. 3 is a block diagram illustrating the components of a preferred network device;
Fig. 4 illustrates a preferred embodiment of *user* *profile* data;
Fig. 5 illustrates a preferred database table used for logging user initiated events; Fig. 6 illustrates the assigm-nent of metric values to user...

...diagram illustrating the preferred steps in creating context-sensitive

and
random survey questions;

Fig. 9 is a flow diagram illustrating the preferred step of analyzing *user* *profile* data; and Fig. 10 illustrates one example of the incorporation of a photographic likeness into content.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

The present invention provides a system and method for delivering *targeted* *marketing* to online users. In a preferred embodiment, psychometric information and a photographic likeness of a user are collected for use in personalizing marketing, advertising, entertainment
. . .

. . .10 preferably includes a processor 12, a program memory 14 for storing program instructions, and a data storage 16 for storing targeted content, Web pages, *user* *profile* data and other *targeted* *marketing* information. The features of the Web server 10 described herein may be embodied on a plurality of computing devices, which may reside in a plurality...

. . .preferably includes a home page providing links to other user accessible Web pages on 30 . the Web server 10, a registration Web page for collecting *user* *profile* information from new users, a login Web page for identifying registered users, and stored content. The stored content
5
may include articles, pictures, advertisements, promotions...30, or any other identification method that links the user to stored data associated with the user.

The user registration includes the creation of a *user* *profile*, which is used by the Web server 10 to store data associated with the registered user. As illustrated in Fig. 4, a preferred *user* *profile* 50 includes initial survey responses 52 provided by the user during registration, data describing the user's browsing habits 54 and purchasing patterns 56, a photographic likeness of the user 58, context-specific survey responses 60 and random survey responses 62. The data collected in the *user* *profile* 50 is analyzed by the Web server 10 to identify the user's preferences, purchasing habits and computer operation proficiency. It is contemplated that multiple...

. . .identifier, the quantity purchased, payment method and shipping address.

The data describing the user's browsing habits 54, along with the other data from the *user* *profile* 50, is analyzed to prepare a *profile* of the *user*'s personality, buying motives, interests, activities, opinions and other characteristics. In a preferred embodiment, market segmentation
6
variables are pre-selected by the content providers based on the target demographics and psychographics each content provider is attempting to reach. The *user* *profile* 50 is then analyzed to determine user values for each of these pre-selected market segmentation variables.

For example, the content provider may target its...

. . .such as the user action and the number of times this user action has been recorded for the particular content.

The data stored in the *user* *profile* 50, such as the user's demographic and psychographic data, may also include an associated - *confidence* *factor*. In a preferred embodiment, the *confidence* *factor* is a *decay* function that reduces the value of a metric, or the weight given to a data element, over time. A market researcher preferably sets the *confidence* *factor* for each data element based on the type of data and the researcher's confidence in the data source. For example, there may be a...months.

As discussed above, the user is encouraged to transmit the user's photographic likeness 58 to the Web server 10 for storage in the *user*'s *profile* 50. If the photographic likeness 58 is a computer graphics file (e.g., JPEG or GIF) then the user may email or otherwise transmit the...

...the user may alternatively send a photograph to the Web site operator who will create a digital image of the photograph for storage in the *user* *profile*. The photographic likeness 58 is processed accordin to the prefer-red steps
9
illustrated in Fig. 7a. In Step 80, the photographic image is converted to a standard image format. In the preferred embodiment, each image includes a *picture* of the *user*'s head and shoulders, against a solid background, as illustrated in Fig. 7b. This step may include cropping the image and chan ing the file...

...of the user's eyes, eyelids, cheeks, ears, lips, neckline, hairline and other facial features are identified on the twodimensional image and stored in the *user* *profile* 50. In Step 84, additional data is collected from the picture for storage in the *user* *profile* 50. For example, Ithe user's hair color, eye color, skin tone, face shape, and other information that may be manually determined from the photographic image and recorded in the *user* *profile* 50.

Context-specific survey questions and random survey questions are asked periodically to verify weak data elements or supply missing data elements. These survey questions...

...of a second predetermined interval of time, which is longer than the first predetermined interval of time.

Through the data collection methods described above, the *user* *profile* 50 may include the user's personal contact information and demographic information, two or three dimensional images of the user, audio of the user, video...
...the data collection procedures described herein does not preclude the collection of data through other methods, such as telephone surveys.

The collected data in the *user* *profile* 50 is used to target specific content to the user as illustrated in Fig. 9 (and as discussed above with reference to Fig. 6). In...Fig. 10. A Web page 120 includes an article 122 describing the latest trends in eyeglasses, and the photographic likeness of the user 124. Using *user* *profile* information, a pair of eyeglasses is selected from the article that best match the user's skin tone, face shape and purchasing habits. The eyeglasses 126 are incorporated into the *image* allowing the *user* to see how the eyeglasses would look on the user's face. The eyeglasses are placed on the user's face in accordance with the...

...can view the photographic likeness and select makeup colors that best suit the user's facial features. The cosmetics are then applied
10
to the *user*'s *image* as part of a personalized advertisement for the cosmetics. The advertisement may include an interface allowing the user to select and view different shades and...

...and other items. Clothing may be illustrated on a body image that closely matches the user's body measurements (or clothing sizes) recorded in the *user* *profile*. The *user*'s likeness may also be altered to simulate the user in different locations, anatomical poses, and video or audio situations. For example, an advertisement for a ski vacation may include an action *image* of the *user* skiing down a mountain.

Having thus described a preferred embodiment of the *Targeted* Online *Marketing* System and Method, it should be apparent to those skilled in the art that certain advantages of the within described system have been achieved. It...

Claim

1 A computer-implemented method for *targeting* *marketing* content to an
online user, each content having an associated target profile, comprising
the steps of: collecting data describing the user in a *user* *profile*,
the data including a photographic
likeness of the user;
comparing the *user* *profile*, including information derived from the
user's photographic
likeness, to the target profile associated with each content; and
presenting the user with content based on the comparison.

2 The computer-implemented method of Claim I further including the step
of dynamically creating content for the online user based on the *user*
profile, wherein the dynamically created content includes a portion of
the *user* *profile* data.
1 5

3 The computer-implemented method of Claim 2 wherein the dynamically
created content includes the photographic likeness of the user.

4 The...
...data index identifies the user's preferences and purchasing habits.

14 The computer-implemented method of Claim 13 further including the step
of applying a *confidence* *factor* to each metric, the *confidence*.
factor causing the metric value to *decay* over time.
1 3
. A system for *targeting* *marketing* content to a plurality of online
users comprising:
a data storage including:
a plurality of user profiles, each *user* *profile* including data
describing a user's demographic and psychographic characteristics and a
photographic likeness of the user;
a plurality of online content;
a plurality of...

...a program memory connected to the processor, the program memory having
program instructions stored therein for instructing the processor to
perform steps comprising: comparing a *user* *profile*, including
information derived from the associated user's
photographic likeness, to the target profiles; and
presenting the user with the content associated with the target...
...the program memory further includes instructions for instructing the
processor to perform the step of dynamically creating content for the
online user based on the *user* *profile*, wherein the dynamically
created content includes the photographic likeness of the user.

17 The system of Claim 16 wherein the program memory further includes
instructions...

...The system of Claim 15 wherein the program memory further includes
instructions for instructing the processor to perform the steps of.
assigning metrics to the *user* *profile* data; and
creating a data index for the user based on the assigned metrics, whereby
the data index identifies the user's preferences and purchasing habits. 2
1. A method for *targeting* *marketing* content to a user having an
associated *user* *profile*, each targeted content having an associated
target profile defined by market segmentation
variables, comprising the steps of:
assigning metrics to data elements in the *user* *profile*, each metric
representing either an incremental or decremental change in a market
segmentation variable, and including a
confidence *factor* that decays over time;
calculating a user index by applying the assigned metrics to the market
segmentation
variables;

comparing the user index to the target...

...of comparing.

22 The computer-implemented method of Claim 21 further including the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile*.

23 The computer-implemented method of Claim 21 wherein the *user* *profile* includes a photographic likeness of the user, and wherein the step -of assigning metrics includes,assigning metrics to information derived from the user's photographic of Claim 24 wherein the photographic likeness is altered to simulate the wearing of clothing.

27 A method for *targeting* *marketing* content to an online user, each content having an associated target profile including at least one market segmentation variable and each online user having an associated *user* *profile* including a plurality of data elements, comprising the steps ofcollecting data describing the user in the *user* *profile*, the data including responses to
context-sensitive questions;
comparing the *user* *profile*, including information derived from the context-sensitive
questions, to the target profile associated with each content; and
presenting the user with content based on the comparison.

28 Themethod of Claim 27 further comprising the steps of:
identifying at least one deficient data element from the *user* *profile*
;
identifying content having. an associated market segmentation variable that relates to the
deficient data element; and
creating a context-sensitive question based on the identified...

...the deficient data element.

29 The method of Claim 28 further comprising the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile*. 30 The method of Claim 29 wherein the *user* *profile* includes a photographic likeness of the user. 3 1. The method of Claim 30 wherein the photographic likeness is altered to incorporate a portion of
...
?t s5/full/1

 5/9/1   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
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00883052   **Image available**
TARGETED* *MARKETING* SYSTEM AND METHOD
SYSTEME ET PROCEDE DE MARKETING CIBLE
Patent Applicant/Assignee:
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     (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
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     (Residence), US (Nationality), (Designated only for: US)
  LU Darren D, 1 Acropolis Aisle, Irvine, CA 92614, US, US (Residence), US
     (Nationality), (Designated only for: US)
Legal Representative:
  BERLINER Brian M (et al) (agent), O'Melveny & Myers LLP, 400 South Hope
     Street, Los Angeles, CA 90071-2899, US,
Patent and Priority Information (Country, Number, Date):
  Patent: WO 200217202 A2 20020228 (WO 0217202)
  Application: WO 2001US26620 20010824 (PCT/WO US0126620)

English Abstract

French Abstract

Detailed Description
TARGETED *MARKETING* SYSTEM AND METHOD
BACKGROUND OF THE INVENTION
1. Field of the Invention
The present invention relates to *targeted* *marketing*, and in
particular to systems and methods for personalizing marketing materials,
advertisements, entertainment, educational materials, and other content
to the individual preferences of Internet users.

2. Description of Related Art
Targeted *marketing* through the Internet is well known in the art.
Individuals who navigate the World Wide Web C'Web") portion of the
Internet de frequently presented with advertisements, promotions, and
other content (collectivel@ content") targeted to their demographic and
psychographic attributes, and other individual preferences and
characteristics.

In a typical scenario, an advertiser, promoter or other entity
(collectively "content provider") selects a set of target demographics
and/or psychographics ("target profile") for its content and makes the
content accessible to Internet users through a Web site. The Web site
operator, or another affiliated entity, maintains a *user* *profile* for

each of its registered (or otherwise identifiable) users. Each *user* *profile* includes data fields for storing known attributes of its associated user, which may include name, address, telephone number, e-mail address, gender, age, race, and other personal information. When'an individual accesses a Web site that includes a plurality of targeted content, the individual's *user* *profile* is compared against the target profile for the available targeted content, and the targeted content having a target profile that best fits the individual is displayed to the individual on the Web page.

The effectiveness of *targeted* *marketing* often depends on the quantity and quality of data collected for each user. For example, a primary source of user data is an online survey or questionnaire. Many Web sites require new users to establish an online profile before permitting access to certain Web pages or services. Each new user is prompted to provide the user's name, address, telephone number, gender, age, e-mail address and other demographic information.

However, many users are reluctant to provide such private information over the Internet and set up "dummy" profiles with false data. Further, users are often reluctant to fill out a lengthy
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questio nnaire that requires detailed answers, thus limiting the amount and type of information collected through this approach.
Additional user information is often collected by tracking the occurrence of certain user initiated events. For example, one common approach creates a log entry each time a user clicks through a displayed advertisement. Each user's online purchases made through the Web site may also be logged in the *user* *profile*. These events may be tracked through server-based programs and/or software executing on the user's computer. The data collected through these approaches is typically limited to a small subset of the user's actual online behavior, and attempts to correlate this behavioral data with user psychographics have proven to be inadequate.

In view of these and other limitations in the prior art, there is a need for a *targeted* *marketing* system and method that collects detailed and a ccurate *user* *profile* data and matches *user* *profile* data to target demographic and psychographic attributes in a meaningful manner.

Further, there is a need for a way to use such collected data to create and provide advertisements, promotions or other content that will attract the user's attention.

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SUMMARY OF THE INVENTION
The present invention provides a system and method for delivering *targeted* *marketing* to online users. In a preferred embodiment, psychometric information and a photographic likeness of a user are collected for use in personalizing marketing, advertising, entertaim-nent, educational materials and other content.

In a preferred embodiment, at least one Web server and at least one network device are connected through a network, such as the Internet, The Web server may be any computing device that provides World Wide Web services on the Internet, and the network device may be any device that is adapted to access and navigate Web pages from the Web server through the Internet. Each user of the Web server registers through a registration Web page, which queries the user for basic demographic information such as name, address, telephone number, age, gender and income. The user registration includes -the creation of a *user* *profile*, which is used by the Web server to store data associated with the registered user.

A preferred *user* *profile* includes initial survey responses provided by the user during registration, data describing the user's Web browsing habits and Web purchas ing patterns, a photographic likeness of the user,

responses. The *user* *profile* is analyzed to prepare a summary of the user's personality, buying motives, interests, activities, opinions and other characteristics.

The user's actions on each Web page provide insights into the user's preferences for the content available on the Web page. Each Web page includes one or more pieces of content, which may include text articles, banner ads, pictures, videos, audio files, etc. The Web site operator, advertiser, or other entity may select zero or more market segmentation variables to be associated with each piece of content, and assign metrics to be given upon the occurrence of each action. The assigned metric value depends on various factors such as the user action and the number of times this user action has been recorded for the particular content. The data stored in the *user* *profile*, such as the user's demographic and psychographic data, may also include an associated *confidence* *factor* that reduces the value of a metric, or the weight given to a data element, over time.

In a preferred embodiment, the user is encouraged to transmit the user's photographic likeness to the Web server for storage in the *user*'s *profile*. Each image preferably includes a *picture* of the *user*'s head and shoulders against a solid background. The photographic likeness is processed by converting the image to a standard image format, and then identifying facial features from the image. Additional data is also collected from the picture for storage in the *user* *profile* such as the user's hair color, eye color, skin tone, face shape, and other information that may be derived from the photographic image.

Context-specific survey questions and random survey questions are asked periodically to verify weak data elements or supply missing data elements. These survey questions are less intrusive than a lengthy questionnaire and can be used throughout the Web site to gather information. In a preferred embodiment, the user profiles are analyzed in view of the target demographics and psychographics of the available content to identify data elements that have generally weak confidence factors or are otherwise deficient for use in accurately targeting the available content. The market researcher is then notified of the deficiencies in the data and a search is conducted to locate content having an associated market segmentation variable that relates to the deficient data element. Next, the market researcher is prompted to develop a context-specific survey question that relates to the content, the answer to which supplies the deficient data element. The market researcher is also prompted to develop a random survey
question, the answer to which supplies to the deficient data element. Random questions may be presented to the user periodically, even while the user is viewing unrelated content.

The collected data in the *user* *profile* is also used to target specific content to the user.

When selecting content to display to the user, the Web server automatically selects the content with target demographics and psychographics that best matches the user's data index calculated from the *user* *profile*. In addition, on certain Web pages, content that best matches the user's data index may be displayed more prominently to the user than other content displayed on the Web page.

The *user* *profile* may also be used to create personalized advertisements, marketing materials, entertainment, or educational materials for an individual user. For example, the user's likeness may be altered to reflect the approximate look of specific jewelry, accessories, hairstyles, clothing, and other items. The altered image may then be displayed to the user as part of a Web page, print advertisement, email, or other content. Clothing may be illustrated on a body image that

closely matches the user's body measurements (or clothing sizes) recorded in the *user* *profile*. The *user*'s likeness may also be altered to simulate the user in different locations, anatomical poses, and video or audio situations.

A more complete understanding of the *Targeted* *Marketing* System! and Method will be afforded to those skilled in the art, as well as a realization of additional advantages and objects thereof, by a consideration of the following detailed description of preferred embodiments.

Reference will be made to the appended sheets of drawings, which will first be described briefly.

BRIEF DESCRIPTION OF THE DRAWINGS
Fig. I illustrates a preferred envirom-nent for operating the present invention; Fig. 2 is a block diagram illustrating the components of a preferred web server; Fig. 3 is a block diagram illustrating the components of a preferred network device;
Fig. 4 illustrates a preferred embodiment of *user* *profile* data;
Fig. 5 illustrates a preferred database table used for logging user initiated events; Fig. 6 illustrates the assigm-nent of metric values to user initiated events in a preferred
embodiment;
Figs. 7a-b illustrate a preferred processing of a photographic likeness;
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Fig. 8 is a flow diagram illustrating the preferred steps in creating context-sensitive and
random survey questions;
Fig. 9 is a flow diagram illustrating the preferred step of analyzing *user* *profile* data; and Fig. 10 illustrates one example of the incorporation of a photographic likeness into content.

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS
The present invention provides a system and method for delivering *targeted* *marketing* to online users. In a preferred embodiment, psychometric information and a photographic likeness of a user are collected for use in personalizing marketing, advertising, entertainment and educational materials, and other content (collectively "content"). In the detailed description that follows, like element numerals are used to describe like elements illustrated in one or more of the aforementioned figures.

A preferred embodiment of the present invention -is illustrated in Fig. 1, and includes at least one Web server 10 and at least one network device 30 connected through a network 20, such as the Internet. The Web server 10 may be any computing device that provides. World Wide Web services on the Internet. As illustrated in Fig. 2, the Web server 10 preferably includes a processor 12, a program memory 14 for storing program instructions, and a data storage 16 for storing targeted content, Web pages, *user* *profile* data and other *targeted* *marketing* information. The features of the Web server 10 described herein may be embodied on a plurality of computing devices, which may reside in a plurality of locations. The network device 30 is adapted to access and navigate Web Pages from the Web server 10 through the Internet 20, and may include a personal computer, a Wireless Application Protocol telephone, or an Internet appliance. As illustrated in Fig. 3, the network device 30 preferably includes a processor 32, a memory 34, a display 36 and an input device 38 such as a mouse and a keyboard.

In operation, a user of the network device. 30 accesses Web pages stored on the Web server 10 through a browser application. As known in the art, the Web server 10 may be accessed by entering its Uniform Resource Locator CURI:') into the Web browser. The Web server 10 preferably includes a home page providing links to other user accessible Web pages on 30 . the Web server 10, a registration Web page for collecting *user* *profile* information from new users, a login Web page for identifying

registered users, and stored content. The stored content

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may include articles, pictures, advertisements, promotions, products and
services offered for sale, and other targeted content. In a preferred
embodiment, each user is required to register with Web server 10 in
order to gain access to certain content stored on the Web server 10. A
new user is registered through the registration page, which queries the
user for basic demographic information such as name, address, telephone
number, age, gender and income, In subsequent visits to the Web server
10, the user may be identified by the Web server 10 through the use of a
user name and password, through cookies stored on the network device 30,
or any other identification method that links the user to stored data
associated with the user.

The user registration includes the creation of a *user* *profile*, which
is used by the Web server 10 to store data associated with the registered
user. As illustrated in Fig. 4, a preferred *user* *profile* 50 includes
initial survey responses 52 provided by the user during registration,
data describing the user's browsing habits 54 and purchasing patterns 56,
a photographic likeness of the user 58, context-specific survey responses
60 and random survey responses 62. The data collected in the *user*
profile 50 is analyzed by the Web server 10 to identify the user's
preferences, purchasing habits and computer operation proficiency. It is
contemplated that multiple user profiles 50 may also analyzed to identify
trends and spending habits of the aggregate user group.

In a preferred embodiment, after a user logs onto the Web server 10, the
user's actions are tracked until the user logs off or leaves the Web
site. The user may be tracked by detecting user initiated requests at the
Web server 10, by detecting user initiated events through software
executing on the user's network device 30 and then transmitting the
logged events to the Web server 10, or by other methods known in the art.
Fig. 5 illustrates a preferred database table for storing the data
describing the user's browsing habits 54. The table includes a sequence
of events and the date and time at which each event was detected. The
user initiated events that may be tracked include, but are not limited
to, selecting a link to another Web page, clicking through an
advertisement and printing the current Web page. The user's Web purchases
56 may be tracked in a similar manner, Le.', by logging the date, time
and amount of the purchase, an item identifier, the quantity purchased,
payment method and shipping address.

The data describing the user's browsing habits 54, along with the other
data from the *user* *profile* 50, is analyzed to prepare a *profile* of
the *user*'s personality, buying motives, interests, activities, opinions
and other characteristics. In a preferred embodiment, market segm
entation

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variables are pre-selected by the content providers based on the target
demographics and psychographics each content provider is attempting to
reach. The *user* *profile* 50 is then analyzed to determine user values
for each of these pre-selected market segmentation variables.

For example, the content provider may target its content to a particular
Value and Lifestyle Survey (VALS) category. As known in the art, VALS
places consumers into one of nine mutually exclusive lifestyle categories
based on their psychology and key demographics. These categories have
been found to be strong predictors of a variety of consumer preferences
in products, services, and media. Other psychographic market segmentation
variables may also be used, such as variables describing personality
traits (e.g., reserved v. outgoing; dull v. bright; trusting v..
suspicious).

A preferred analysis of the data describing the user's browsing habits 54
will now be described with reference to Fig. 6. Each Web page 70 includes
one or more pieces of content 72, which may include text articles, banner
ads, pictures, videos, audio files, etc. The user's actions 74 on the Web

page 70 provide insights into the user's preferences for the content 72'available on the Web page 70. For example, if the user immediately hits the "Back" button on the user's browser when the Web page 70 is displayed (e.g., the time spent on the Web page 70 is less than a predetermined value X), it could indicate that the user has little interest in the displayed content 72. The Web site operator, advertiser, -or other entity may select zero or more market segmentation variables 76 to be associated with each piece of content 72. This selection is preferably performed manually by a market researcher to determine the market segmentation variables 76 to associate with the content 72, and the values to give the metrics 78 upon the occurrence of each action. In a preferred embodiment, each market segmentation variable has a metric value from 0 to +100 that indicates the value of the user action for that market segmentation variable. The assigned metric value may depend on various factors such as the user action and the number of times this user action has been recorded for the particular content.

The data stored in the *user* *profile* 50, such as the user's demographic and psychographic data, may also include an associated -*confidence* *factor*. In a preferred embodiment, the *confidence* *factor* is a *decay* function that reduces the value of a metric, or the weight given to a data element, over time. A market researcher preferably sets the *confidence* *factor* for each data element based on the type of data and the researcher's confidence in the data source. For example, there may be a high level of confidence in a residential address entered by a user for
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the delivery of items purchased online. In such a scenario the market researcher may remain confident in the accuracy of the address more than one year from the date of entry, and may set the confidence in the data to be reduced 10% every year. The market researcher may have a much lower level of confidence in other data, for example, the user's "favorite movie." Because a user's favorite movie may change frequently over time, the market researcher may set the confidence level to be reduced more often, for example, a reduction of 50% every three months.

As discussed above, the user is encouraged to transmit the user's photographic likeness 58 to the Web server 10 for storage in the *user*'s *profile* 50. If the photographic likeness 58 is a computer graphics file (e.g., JPEG or GIF) then the user may email or otherwise transmit the graphics file to the Web server 10. In a preferred embodiment, the user may alternatively send a photograph to the Web site operator who will create a digital image of the photograph for storage in the *user* *profile*. The photographic likeness 58 is processed accordin to the prefer-red steps
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illustrated in Fig. 7a. In Step 80, the photographic image is converted to a standard image format. In the preferred embodiment, each image includes a *picture* of the *user*'s head and shoulders, against a solid background, as illustrated in Fig. 7b. This step may include cropping the image and chan ing the file size, image dimensions, number of colors and file type. In Step
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82, the features of the face in the photographic likeness 58 are identified. This step may be performed manually by a graphics editor, or automatically through facial feature recognition software known in the art. In the preferred embodiment, the location of the user's eyes, eyelids, cheeks, ears, lips, neckline, hairline and other facial features are identified on the twodimensional image and stored in the *user* *profile* 50. In Step 84, additional data is collected from the picture for storage in the *user* *profile* 50. For example, Ithe user's hair color, eye color, skin tone, face shape, and other information that may be manually determined from the photographic image and recorded in the *user* *profile* 50.
Context-specific survey questions and random survey questions are asked periodically to verify weak data elements or supply missing data elements. These survey questions are less intrusive than a lengthy

questionnaire and are preferably used throughout the web site to gather needed information. A preferred embodiment for the implementation of context-specific and random survey questions is illustrated in Fig. 8. First, in Step 90, the user profiles are analyzed .30 in view of the target demographics and psychographics of the available content to identify data elements that have generally weak confidence factors or are otherwise deficient for use in

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accurately targeting the available content. In a preferred embodiment, this identification of deficient data elements is based on each element's statistical reliability. The market researcher is notified of the deficiencies in the data in Step 92. For each deficient data element, a search is conducted in Step 94 to locate content having an associated market segmentation variable that relates to the deficient data element.. In Step 96, the market researcher is prompted to develop a context-specific survey question that relates to the content, the answer to which supplies the deficient data element. For example, if a user is browsing for a pair of shoes, a question asking for the user's shoe size (i.e., the deficient data in this example) would appear to the user as a helpful shoe finding aid, while providing the deficient data about the user. Such web-content refinement inquiries may be used to query for needed information in a relatively non-intrusive manner and will often yield a more accurate user response than other data collection methods. In a preferred embodiment, the context-specific survey question is presented to the user in a new browser window when the associated content is displayed to the user. In Step 98, the market researcher is prompted to develop a random survey question, the answer to which supplies the deficient data element. Random questions may be presented to the user periodically, even while the user is viewing unrelated content.

The number of survey questions, both context-sensitive and random, presented to the user is preferably limited to avoid overburdening the user. In a preferred embodiment, the number' of survey questions asked of the user is limited by allowing. a predetermined amount of time to pass between each survey question. For example, context-sensitive questions, which are considered less intrusive to the user than random questions, may be skipped until after the passing of a first predetermined interval of time, and random questions, which are considered more intrusive to the user, may be asked after the passing of a second predetermined interval of time, which is longer than the first predetermined interval of time. Through the data collection methods described above, the *user* *profile* 50 may include the user's personal contact information and demographic information, two or three dimensional images of the user, audio of the user, video of the user, the user's body measurements, purchasing habits, purchasing history, entertainment preferences, lifestyle habits, political beliefs, affiliations, religious beliefs, opinions about specific marketing, advertising, entertainment or educational materials, opinions about current news and cultural issues, web surfing habits, and other information that describes the user. It will be appreciated that the use of

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the data collection procedures described herein does not preclude the collection of data through other methods, such as telephone surveys.

The collected data in the *user* *profile* 50 is used to target specific content to the user as illustrated in Fig. 9 (and as discussed above with reference to Fig. 6). In Step II 0, each data item is assigned metrics and algorithms, and the results are used in Step 112 to create a data index identifying the user's preferences, habits, etc., with respect to each particular target demographic or psychographic type being used by the content providers. When selecting content to display to the user, the Web server 10 will automatically select the content with target demographics and psychographics that best matches the user's data index. In addition, on certain Web pages, content that best matches the user's data index is displayed more prominently to the user than other content displayed on the Web page. For example, an advertisement may be prominently displayed to certain targeted users on the top of a Web page

and placed on the bottom of the screen for other users. . Further, Web
links displayed on the Web page may be arranged in an order that best
illustrates the user's preferences for the links.

In the preferred embodiment, the collected and analyzed data, including
the psychographic information and the user's photographic likeness, are
also used to create personalized advertisements, marketing materials,
entertainment, or educational materials for an individual user. The
customer may be identified by reading a client identifier on the
customer's machine, in the form of a cookie, a machine authentication
code and IP address, a username and login, or any other method as known
in the art. An example of a targeted promotion is illustrated in Fig. 10.
A Web page 120 includes an article 122 describing the latest trends in
eyeglasses, and the photographic likeness of the user 124. Using *user*
profile information, a pair of eyeglasses is selected from the article
that best match the user's skin tone, face shape and purchasing habits.
The eyeglasses 126 are incorporated into the *image* allowing the *user*
to see how the eyeglasses would look on the user's face. The eyeglasses
are placed on the user's face in accordance with the location of the
user's eyes, nose and ears, identified when the photographic likeness was
first processed. The user may also be given the option of viewing other
eyeglasses on the image.

In another contemplated embodiment, the user's photographic likeness is
used to present cosmetic recommendations to the user. A fashion
consultant can view the photographic likeness and select makeup colors
that best suit the user's facial features. The cosmetics are then applied
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to the *user*'s *image* as part of a personalized advertisement for the
cosmetics. The advertisement may include an interface allowing the user
to select and view different shades and colors, and make online
purchases. In other embodiments, the user's likeness may be altered to
reflect the approximate look of specific jewelry, accessories,
hairstyles, clothing, and other items. Clothing may be illustrated on a
body image that closely matches the user's body measurements (or clothing
sizes) recorded in the *user* *profile*. The *user*'s likeness may also
be altered to simulate the user in different locations, anatomical poses,
and video or audio situations. For example, an advertisement for a ski
vacation may include an action *image* of the *user* skiing down a
mountain.

Having thus described a preferred embodiment of the *Targeted* Online
Marketing System and Method, it should be apparent to those skilled in
the art that certain advantages of the within described system have been
achieved. It should also be appreciated that various modifications,
adaptations, and alternative embodiments thereof may be made within the
scope and spirit of the present invention. The scope of the present
invention is defined by the following claims.

CLAIMS

Claim
    1 A computer-implemented method for *targeting* *marketing* content to an
online user, each content having an associated target profile, comprising
the steps of: collecting data describing the user in a *user* *profile*,
the data including a photographic
likeness of the user;
comparing the *user* *profile*, including information derived from the
user's photographic
likeness, to the target profile associated with each content; and
presenting the user with content based on the comparison.
    2 The computer-implemented method of Claim I further including the step
of dynamically creating content for the online user based on the *user*
profile, wherein the dynamically created content includes a portion of
the *user* *profile* data.
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3 The computer-implemented method of Claim 2 wherein the dynamically created content includes the photographic likeness of the user.

4 The computer-implemented method of Claim 3 wherein the photographic likeness is altered to incorporate a portion of the content into the photographic likeness for display to the user.

5 The computer-implem6nted method of Claim 4 wherein the step of collecting data includes the step of identifying the location of the user's facial features in the photographic likeness.

6 The computer-implemented method of Claim 5 wherein the step of identifying facial features includes identification of the user's eyes, nose, lips, ears and neckline.
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. The computer-implemented method of Claim 5 wherein the step of collecting data further includes the step of identifying facial feature characteristics including skin tone and hair color.

8 The computer-implemented method of Claim I wherein the step of collecting data includes the step of tracking the user's browsing habits.

9 The computer-implemented method of Claim 1 wherein the step of collecting data includes the step of receiving the user's response to context-specific survey questions.

10 The computer-implemented method of Claim 7 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness. 1 1. The computer-implemented method of Claim IO wherein the color of the cosmetics is 1 5 selected based on the identified facial feature characteristics.

12 The computer-implemented method of Claim 5 wherein the photographic likeness is altered to simulate the wearing ofjewelry.

13 The -computer-implemented method of Claim I further comprising the steps of
assigning metrics to the collected data; and
creating a data index for the user based on the assigned metrics, whereby the data index identifies the user's preferences and purchasing habits.

14 The computer-implemented method of Claim 13 further including the step of applying a *confidence* *factor* to each metric, the *confidence*.
factor causing the metric value to *decay* over time.
1 3
. A system for *targeting* *marketing* content to a plurality of online users comprising:
a data storage including:
a plurality of user profiles, each *user* *profile* including data describing a user's demographic and psychographic characteristics and a photographic likeness of the user;
a plurality of online content;
a plurality of target profiles, each target profile having an associated content;
a processor; and
a program memory connected to the processor, the program memory having program instructions stored therein for instructing the processor to perform steps comprising: comparing a *user* *profile*, including information derived from the associated user's
photographic likeness, to the target profiles; and
presenting the user with the content associated with the target profiles.

16 The system of Claim 15 wherein the program memory further includes instructions for instructing the processor to perform the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes the photographic likeness of the user.

17 The system of Claim 16 wherein the program memory further includes instructions for instructing the processor to perform the step of altering the photographic likeness to incorporate a portion of the content into the photographic likeness for display to the user.

18 The system of Claim 15 wherein the program memory further includes instructions for instructing the processor to perform the step of identifying the location of the user's facial features in the photographic likeness.

19 The system of Claim 18 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.
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. The system of Claim 15 wherein the program memory further includes instructions for instructing the processor to perform the steps of.
assigning metrics to the *user* *profile* data; and
creating a data index for the user based on the assigned metrics, whereby the data index identifies the user's preferences and purchasing habits. 2
1. A method for *targeting* *marketing* content to a user having an associated *user* *profile*, each targeted content having an associated target profile defined by market segmentation
variables, comprising the steps of:
assigning metrics to data elements in the *user* *profile*, each metric representing either an incremental or decremental change in a market segmentation variable, and including a
confidence *factor* that decays over time;
calculating a user index by applying the assigned metrics to the market segmentation
variables;
comparing the user index to the target profile associated with each content; and presenting the user with content based on the step of comparing.

22 The computer-implemented method of Claim 21 further including the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile*.

23 The computer-implemented method of Claim 21 wherein the *user* *profile* includes a photographic likeness of the user, and wherein the step -of assigning metrics includes,assigning metrics to information derived from the user's photographic likeness.

24 The computer-implemented method of Claim 23 wherein. the photographic likeness is altered to incorporate a portion of the content into the photographic likeness for display to the user.

25 The computer-implemented method of Claim 24 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.
1 5
. The computer-implemented method of Claim 24 wherein the photographic likeness is altered to simulate the wearing of clothing.

27 A method for *targeting* *marketing* content to an online user, each content having an associated target profile including at least one market segmentation variable and each online user having an associated *user* *profile* including a plurality of data elements, comprising the steps ofcollecting data describing the user in the *user* *profile*, the data including responses to
context-sensitive questions;
comparing the *user* *profile*, including information derived from the context-sensitive
questions, to the target profile associated with each content; and presenting the user with content based on the comparison.

28 The method of Claim 27 further comprising the steps of:
identifying at least one deficient data element from the *user* *profile*
;
identifying content having. an associated market segmentation variable that relates to the
deficient data element; and
creating a context-sensitive question based on the identified content, wherein the answer to the context-sensitive question is collected in the deficient data element.

29 The method of Claim 28 further comprising the step of dynamically creating content for the online user based on the *user* *profile*, wherein the dynamically created content includes a portion of the *user* *profile*. 30 The method of Claim 29 wherein the *user* *profile* includes a photographic likeness of the user. 3 1. The method of Claim 30 wherein the photographic likeness is altered to incorporate a portion of the content -into the photographic likeness for display to the user.
16
. The method of Claim 31 wherein the photographic likeness is altered to simulate the application of cosmetics on the photographic likeness.
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ISNR:
ISNR:
ISNR:
BRS:
ISNR:
BRS:

Pending
Active

L1: (48737) ((customer or user or client or individual or enduser or end-user) adj2 (profile or....
L2: (109993) ((customer or user or client or individual or enduser or end-user) adj2 (profile or....
L3: (48737) 2 and (photo or photograph or likeness or picture or image or representation)
L4: (48177) ((customer or user or person or individual or enduser or end-user) adj2 (profile or....
L5: (41798) ((customer or user) adj2 (profile or information or attributes)) and (photo or photo....
L6: (11509) 5 and (marketing or advertising or advertisement or advertise or ad)
L7: (1256) 6 and (customer or user) adj2 (photo or photograph or picture or image or likeness)
L8: (44) 7 and ((target or targeted or targeting) adj2 (content))
L9: (132) 4 and (customer or user or enduser or client or person or individual) adj2 (photo or p....
L10: (116) 5 and (customer or user or enduser or client or person or individual) adj2 (photo or....
L11: (40) 6 and (customer or user or enduser or client or person or individual) adj2 (photo or p....
L12: (1) 8 and (customer or user or enduser or client or person or individual) adj2 (photo or ph....
L13: (36) 7 and (customer or user of enduser or client or person or individual) adj2 (photo or p....

Failed

(0) 1 and (percent or percentage or % or (per adj2 cent) or per-cent or per-centage or per adj2....
(0) 1 and (percent or percentage or % or (per adj2 cent) or per-cent or per-centage or (per adj2....

#	Document ID	Issue Date	Pages	Title	Current US	Current US Current XBest Retrieval CC	Inventor	S	C
26	US 20010007981 A1	20010712	26	Facilitating electronic commerce through a	705/27		Woolston, Thomas G.		
27	US 6687745 B1	20040203	26	System and method for delivering a graphical user	709/219		Franco, Louis M. et al.		
28	US 6655284 B1	20031202	31	Customer terminal apparatus and information distribution	101/484	400/61; 400/70;	Hoshii, Toshifumi et al.		
29	US 6650831 B1	20031118	19	Method of providing access to photographic images over	396/6	396/311; 396/429;	Thompson, James		
30	US 6646754 B1	20031111	54	Backprinting image prints	358/1.13	358/1.1; 358/1.9; 358/1.1;	Redd, Jarret L. et al.		
31	US 6513015 B2	20030128	18	System and method for customer recognition using	705/26	340/643	Ogasawara, Nobuo		
32	US 6266651 B1	20010724	27	Facilitating electronic commerce through two-tiered	705/27		Woolston, Thomas G.		
33	US 6202051 B1	20010313	28	Facilitating internet commerce through	705/27	705/26; 705/37	Woolston, Thomas G.		
34	US 6085176 A	20000704	27	Method and apparatus for using search agents to	705/37	705/16; 705/26;	Woolston, Thomas G.		
35	US 5845265 A	19981201	28	Consignment nodes	705/37	705/27	Woolston, Thomas G.		

7 and (customer or user or enduser or client or user or person or individual) adj2 (photo or p....

7 and (customer or client or user or enduser or client or person or individual) adj2 (photo or photograph or picture) adj2 (image or likeness))